

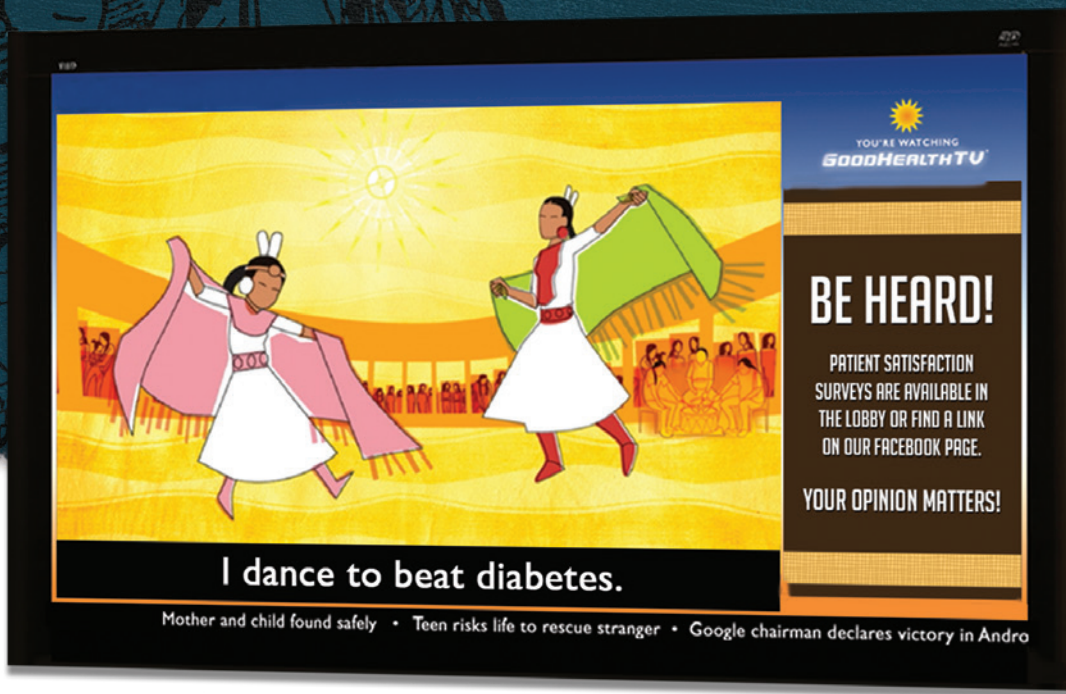
Reach An Estimated
6.5 MILLION
VISITORS ANNUALLY



SECURE AIRTIME ON
America's Only Native American Health Network

GOODHEALTHTV®

Improving the Health and Wellness of People



GOODHEALTHTV® is the nation's only Native American health education network created specifically to address health issues and appeal to Native American audiences.

GOODHEALTHTV® is able to improve health literacy without the need for reading literacy by entertaining, engaging and educating it's viewer to take charge of their own health.

To experience this methodology and view a few sample pieces, visit www.youtube.com/GoodHealthTVOnline.

*"When I walk through the hospital, I notice that patients are now engaged watching **GOODHEALTHTV**®. They have their eyes glued to the monitors and it seems to be keeping their attention and making their time in our hospital more enjoyable."*

— Dr. Greg Ketcher - CEO
Lawton Service Unit

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Place Airtime Here



1. Programming 2. Local messaging 3. News ticker

BROADCAST YOUR MESSAGE

Broadcasting your health and wellness message within **GOODHEALTHTV®**'s strategically designed program day and reach Native American audiences when they are most receptive to your messages.

*"We needed to reach an audience in a culturally sensitive way with a message that had the potential for incredible impact. KAT was able to tell that message beautifully **GOODHEALTHTV®** through, and the results we saw were dramatic."*

— Neil Scharpe - Project/Research Director
North Dakota Center for Persons with Disabilities
Minot State University

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NETWORK EFFECTIVENESS

An independent assessment was conducted by the Center for Rural Health, University of North Dakota School of Medicine and the Great Plains Indian Health Service.

79% of individuals indicated that they watched the **GOODHEALTHTV**® programming while at the facility.

71% of those individuals indicated that they learned new health information.

61% of viewing participants indicated that the programming prompted them to seek out more information on the health topic.

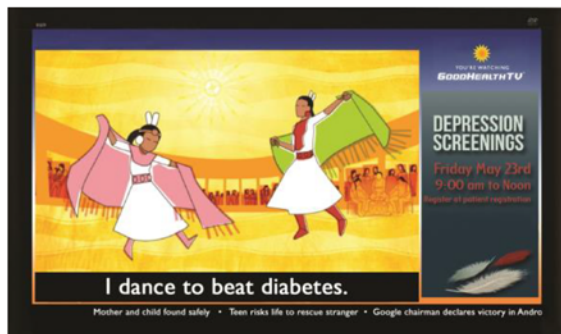
GOODHEALTHTV® is the most-watched culturally reflective health television network in over 90 locations nation wide.

*"I've been a 'boots on the ground' health educator in the past and it's always difficult to educate as many people as you would like. But through media and **GOODHEALTHTV**® we are able to reach many more people in an effective, yet efficient manner."*

Sheridan McNeil - Former Health Educator
Standing Rock Sioux Nation

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GOODHEALTHTV®

Rate Card – Regional and Total Network

Reaching American Indian/Alaska Native (AI/AN) visitors in the communities they live.

Standard Rates

The following rates are based on running advertisements or public service announcements (PSAs) of up to thirty (30) seconds in length in a specific **region or total network** on a run-of-schedule (ROS) basis. Placement options involving longer length ads are available upon request.

Quarterly Rates (:30 second spot)
Regional \$46.15 / Total Network \$71.54

Annual Rates (:30 second spot)
Regional \$43.08 / Total Network \$62.31

Standard Packages

Based on the preceding rate card, the following standard advertising packages are available.

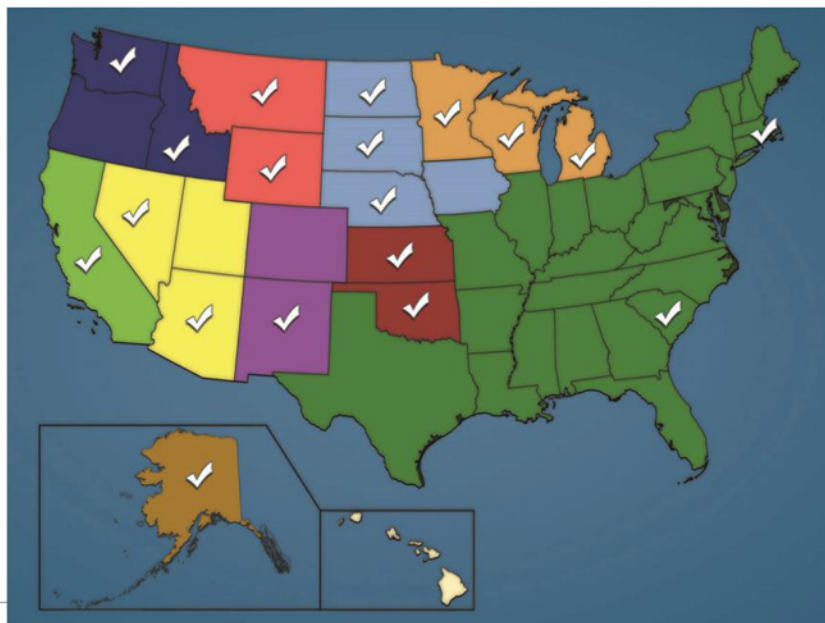
Packages are based on an average programming schedule of 20 days/month.

:30 Second Spot		Spots 2/day	Spots 4/day	Spots 6/day
Quarterly contract (13-51 week schedules)	• Regional	\$6,000/quarter	\$12,000/quarter	\$18,000/quarter
	• Total Network	\$9,300/quarter	\$18,600/quarter	\$27,900/quarter
Annual contract (52 week schedules)	• Regional	\$5,600/quarter	\$11,200/quarter	\$16,800/quarter
	• Total Network	\$8,100/quarter	\$16,200/quarter	\$24,300/quarter

Physical regions of the United States include;

- *Alaska
- Albuquerque
- Bemidji
- Billings
- *California
- Great Plains
- Nashville
- Oklahoma
- Navajo, Phoenix, Tucson
- Portland

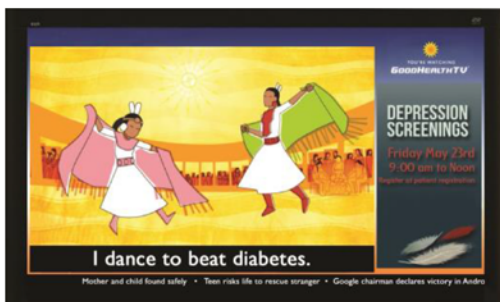
*State rates apply for the regions of Alaska and California. Check marks represent states with GoodHealthTV® locations.



email: info@goodhealthtv.com

phone: 888-571-5967 website: www.GoodHealthTV.com

GoodHealthTV® is available as a GSA task order under KAT's GSA contract number GS-23F-0224R.



GOODHEALTHTV®

Underwriting/Sponsorship

KAT Communications, Inc. has established specific standards and practices for underwriting/funding credits that all programs appearing on GoodHealthTV® are required to follow. They are designed to reveal to the public all funding of a program and to show that no relationship exists between the funder and the editorial control of program content. All underwriters and sponsors of submitted programs must be reported and fully disclosed in the credits.

Underwriting FAQ

WHO?

- All entities contributing to a program/series on GoodHealthTV® must be acknowledged. Those who contribute financially, by providing funds for the production and/or airing, are called program underwriters.

WHAT?

- The purpose of underwriter credits is to identify the entities that have provided funding for the production and/or airing. Identification is limited to name, location, and business purpose. Established corporate slogans may be used to identify the funder.
- The entity identified as the underwriter must be the actual contributing entity.

WHERE?

- Underwriters must be identified at the conclusion of a program. Underwriters may be identified at the beginning of a program as well.
- Underwriters are not identified in the program production credits.
- Underwriters may not receive a “special thanks” credit. “Special Thanks,” which are part of the production credits, are reserved for those who provided in-kind goods and/or services, not program funding.
- When one underwriter is identified, all must be identified, in an “underwriter pod,” separate and distinct in style from the program’s production credits.

WHEN? AND FOR HOW LONG?

- By and large, all entities underwriting a series must appear on all episodes of the season they are underwriting.
- The underwriting announcements may not exceed one minute (1:00).
- You may acknowledge as many underwriters in one minute as will comfortably fit, but no single underwriter’s credit may exceed fifteen seconds (0:15).
- No underwriter should exceed 20 words past “this program is made possible by X.”

FURTHERMORE ...

- An underwriter credit may not contain qualitative claims, calls to action, comparisons, pricing information, or any other language that is deemed promotional.
- A product manufactured by an underwriter may be mentioned once at the head of the underwriter, immediately following identification (example: CowBellCo, maker of Cowbells). The brand name may not be repeated.
- No more than five products or services may be mentioned or listed (example: SewCo, makers of yarn, thread, patterns, needles, and thimbles).
- An underwriter credit may not feature a sung jingle. Music is allowable; music with words is not.
- Slogans that contain calls for action, qualitative claims, pricing information, or other objectionable language are not allowable even if they are established. (Example: “Get Met—it pays,” even though well established as a slogan for the Metropolitan Life insurance company, is not allowed because it is a call for action.)
- Product placement, or the perception of product placement, must be avoided.
- “Pay-for-play” arrangements—i.e., featuring a location, product, or service in exchange for production funding—are forbidden.

PRODUCTION SERVICES

We would be happy to work with your team to create custom programming.

GOODHEALTHTV® has staffed its planning, creative, design, and production teams with specialists who have extensive experience in developing and implementing media initiatives that promote healthy behaviors.

All projects follow our proven methodology which provides documented progress, quality control, and effective multi-directional communication. Our production services can create programming for any budget.



**Physical
Health**



Fitness



Nutrition



**Living
Well**



Safety

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Broadcast your health and wellness
message on **GOODHEALTHTV**®!

Call toll-free

888.571.5967

Email

info@goodhealthtv.com

Visit

www.goodhealthtv.com



GOODHEALTHTV® is available as a GSA task order under KAT Communications'
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